



THINK FAST! - 3 THINGS

Think fast. Act faster! This tool asks us to list the first three things that come to mind when thinking of our venture's brand. Single words, not sentences. They can be nouns, adjectives or adverbs. But just pick three things. Don't take more than 2 minutes.

Write down the first 3 words that come to mind when you think about your venture's brand.

1

2

3
